

5.10.18 2002 Printer Manufacturer Market Shares (by percentage of products produced)

| | Ink Jet Printer | Laser Printer | Dot Matrix | | |
|-----------------|-------------------------|-------------------------|-------------------------|---------------------------------|------------|
| <u>Company</u> | <u>Market Share (%)</u> | <u>Market Share (%)</u> | <u>Market Share (%)</u> | Total Ink Jet Units Shipped: | 16,757,000 |
| Hewlett-Packard | 50% | 62% | - | | |
| Lexmark | 19% | - | - | Total Laser Units Shipped: | 1,199,050 |
| Epson | 19% | - | 26% | | |
| Canon | 11% | - | - | Total Dot Matrix Units Shipped: | 449,720 |
| Lexmark | - | 14% | 11% | | |
| Brother | - | 12% | - | | |
| NEC | - | 0% | - | | |
| Okidata | - | 2% | 45% | | |
| Panasonic | - | - | 8% | | |
| Others | <u>0%</u> | <u>9%</u> | <u>0%</u> | | |
| | 99% | 100% | 90% | | |

Source(s): Appliance Magazine, A Portrait of the U.S. Appliance Industry, Sept. 2003, p. P-3.